



**RCA  
CITY OF AUSTIN  
RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.: 2  
AGENDA DATE: Thu 11/03/2005  
PAGE: 1 of 1**

**SUBJECT:** Approve a resolution adopting the Austin Downtown Public Improvement District Service Plan and Budget for 2006-2007.

**AMOUNT & SOURCE OF FUNDING:** The Downtown Austin Alliance submitted a 2006-2007 budget for the PID in the amount of \$1,401,458. This budget will be funded from a total of \$1,501,458. This amount includes \$1,287,980 in 2006 assessments (at a 96% collection rate), \$63,478 in collections from 2005, interest accrued in the PID Account and late payments; and a \$150,000 annual contribution from the City of Austin (\$75,000 Austin Convention Center Fund, and \$75,000 in the Water & Wastewater Utility Fund). Appropriation of the \$1,501,458 in the Economic Growth and Redevelopment Services Department Special Revenue Fund will require City Council authorization, and possible adjustment, after the assessment roll hearing on December 1, 2005. \$100,000 of the total amount will be retained as a reserve fund to cover revenue adjustments to the assessment roll.

**FISCAL NOTE:** There is no unanticipated fiscal impact. A fiscal note is not required.

**REQUESTING** Economic Growth and **DIRECTOR'S**  
**DEPARTMENT:** Redevelopment Services **AUTHORIZATION:** Sue Edwards

**FOR MORE INFORMATION CONTACT:** Michael Knox, Downtown Officer / 974-6415; David Lloyd, Attorney / 974-2918

**PRIOR COUNCIL ACTION:** Reauthorized the Austin Downtown PID and extended the DAA management contract on 10/24/02.

**BOARD AND COMMISSION ACTION:** N/A

**PURCHASING:** N/A

**MBE / WBE:** N/A

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This action will approve the proposed Austin Downtown Public Improvement District Service Plan and Budget for 2006-2007, as provided to the City by the Downtown Austin Alliance. The proposed 2006 Assessment roll is based on the proposed Service Plan. State law requires Council approval of the Service Plan and Budget.

Total projected revenue is \$1,501,458 and total DAA proposed budget is \$1,401,458. The balance of \$100,000 is a reserve for revenue adjustments to the assessment roll. These estimates are based on the appraisal roll from TCAD as of October 15, 2005. Adjustments to the roll may be required based on new information from TCAD and Council action as a result of the December 1, 2005 public hearing. Approval of the proposed PID budget and the ordinance adopting an assessment rate and proposed assessment roll are the first steps in the annual process of approving PID assessments.



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PAGE: 2 of 1**

**RESOLUTION NO. \_\_\_\_\_**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF  
AUSTIN:**

The Austin Downtown Public Improvement District Service Plan and  
Budget for 2006-2007, attached as Exhibit "A", are hereby approved.

**ADOPTED: \_\_\_\_\_, 2005**

**ATTEST: \_\_\_\_\_**

Shirley A. Brown  
City Clerk



# DOWNTOWN AUSTIN ALLIANCE

*A Vision and a Voice for Downtown*

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Caritas of Austin  
Lee Walker  
Capital Metro  
Will Wynn  
City of Austin

Charles Betts, Executive Director  
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## MEMORANDUM

To: Michael Knox  
From: John Rosato, Chair  
Date: October 27, 2005  
Subject: FY06-07 Draft Service Plan and Budget

Attached is the Draft FY 2006-2007 Service Plan and Budget for the Downtown Austin Alliance's thirteenth fiscal year.

This budget was developed using the projection of P.I.D. revenue for FY 2006-2005 as provided by the City, and so this projection does not include memberships, carryover, or any miscellaneous revenue.

P.I.D. Assessments 96% Collection	\$ 1,287,980
City of Austin Contribution	150,000
Prior Year Revenue, Interest & Late Payments	63,478
Less: Reserve for Revenue Collection	(100,000)
Total Projected P.I.D. Fund Revenue	<u>\$ 1,401,458</u>

The Projected DAA 06-07 budget plans for a decrease from last year by \$45,200. Allocations to programs are not changed significantly from prior year.

The Executive Committee of Alliance Board will consider approval of this preliminary 06-07 budget at its next meeting on November 4, 2005.

The Draft Service Plan and budget is, as always, presented in terms of broader categories, than the individual programs. The program budget will be developed before the start of the Alliance fiscal year beginning May 1, 2006.

If you have any questions please call myself or Alliance staff at 469-1766. Thank you for your attention to this matter.

**DOWNTOWN AUSTIN ALLIANCE**  
**MAY 1, 2006 - APRIL 2007**  
Preliminary Budget

PROGRAM	2006-2007	2006-2007	2006-2007	Change	Allocation
SECURITY	491,964	504,525	(12,561)	36.00%	
MAINTENANCE	146,015	147,153	(1,138)	10.50%	
MEMBERSHIP	115,789	112,117	3,672	8.00%	
ECONOMIC DEVELOPMENT	224,841	126,131	98,710	9.00%	
STREETSCAPES & TRANSPORTATION	86,866	84,087	2,779	6.00%	
ARTS, ENTERTAINMENT & MARKETING	494,345	154,160	340,185	11.00%	
COMMUNICATION	99,612	88,292	11,320	6.30%	
PARK & COMMUNITY SUPPORT	30,945	30,832	113	2.20%	
ADMINISTRATION	151,692	154,161	(2,469)	11.00%	
<b>TOTAL EXPENDITURE</b>	<b>\$ 1,842,069</b>	<b>\$ 1,401,458</b>	<b>\$ 440,611</b>	<b>100.00%</b>	

Revenue	2006-2007	2006-2007	Variance	Change
City Revenue				
PID Assessments	1,287,980.00	1,321,083.00	(33,103.00)	-2.51%
City of Austin Contribution	150,000.00	150,000.00	-	0.00%
Prior year revenue & interest	63,478.00	75,575.00	(12,097.00)	-16.01%
Less: Reserve for Revenue Collection	(100,000.00)	(100,000.00)	-	0.00%
<b>Total City Revenue</b>	<b>1,401,458.00</b>	<b>1,446,658.00</b>	<b>(45,200.00)</b>	<b>-3.12%</b>

DOWNTOWN AUSTIN ALLIANCE  
Draft Service Plan and Budget FY 2004-2005  
May 1, 2006-April 30, 2007

## INTRODUCTION

The Austin DMO, Inc. was chartered in May 1992. The City Council created the Downtown Austin Public Improvement District in April 1993 and contracted with the DMO in August 1993 to provide services to this District. In September 1995, the Austin DMO, Inc. changed its name to the Downtown Austin Alliance.

During FY 2006-2007, the Downtown Austin Alliance will move forward in accordance with its mission to protect and strengthen the business, cultural, arts and entertainment environment of Downtown Austin; to provide services to increase the quality of life for people who live, work, and play in Downtown; to communicate the concerns of the Downtown community to local and state entities; and to support the constructive initiatives on issues of public policy that affect the community.

## SERVICE PLAN

In this document, the Downtown Austin Alliance's Draft FY 2006-2007 Service Plan and Budget is outlined. The Alliance's FY 2006-2007 P.I.D. fund budget totaling \$1,401,458 is based on the projected assessment revenues as well as a City of Austin contribution. It does not reflect potential carryover funds from the current year, potential voluntary membership dues, fund-raising, or other miscellaneous revenue.

By April 2006, the Alliance's Board of Directors will develop a detailed program budget for the fiscal year that starts May 1, 2006. The Draft FY 2006-2007 budget is shown below.

### FY 2006-2007 Preliminary Budget

Security	\$504,525	36.00%
Maintenance	147,153	10.50%
Membership	112,117	8.00%
Economic Development	126,131	9.00%
Streetscapes & Transportation	84,087	6.00%
Arts & Entertainment Marketing	154,160	11.00%
Communication	88,292	6.30%
Parks & Community Support	30,832	2.20%
Administration	154,161	11.00%
<b>Total Expenses</b>	<b>\$1,401,458</b>	<b>100.00%</b>

## **PROGRAM DESCRIPTIONS**

### **I. Security - \$504,525 or 36.00%**

The Downtown Austin Alliance promotes a safe downtown with the Austin Downtown Rangers program and by working closely with the Austin Police Department, Community Court, City of Austin, and Travis County on a variety of issues. Security is the top priority of the Downtown community and will continue to be the Alliance's main focus.

### **II. Maintenance – 147,153 or 10.50%**

The Alliance will continue its litter removal and private property graffiti removal programs. The Alliance also provides monthly sidewalk power washing on Congress Avenue. The Alliance works hard to have a quick graffiti removal response time. Working with property owners, the Alliance has improved the “graffiti resistance” of Downtown properties. The Alliance also funds a supervisor for the weekend and afternoon Community Service Restitution program of the Community Court.

### **III. Membership - \$112,117 or 8.00%**

Membership programs include monthly Issues & Eggs breakfasts, luncheons, the annual meeting, and membership recruitment and development. The membership committee also has responsibility for holiday decorations and programs, and the annual Downtown IMPACT Awards.

### **IV. Economic Development - \$126,131 or 10.30%**

This program promotes business development and the positive growth of retail and residential uses in Downtown. The Downtown Austin Alliance website provides detailed information for potential investors and employers. The Economic Development Committee works closely with area private sector entities to address and advocate Downtown development issues with local and state governments. A major Alliance initiative will be participating with the City to implement ERA's recommendations from the Downtown Retail Development Strategy Study, including hiring a retail recruiter and producing marketing materials.

### **V. Streetscapes & Transportation - \$84,087 or 6.00%**

Streetscapes and Transportation covers all issues and programs for Downtown access, mobility, and parking. The Alliance works with a variety of partners in planning the future of Downtown's transportation infrastructure. Current projects include working with Capital Metro on transit planning, the City of Austin on Great Streets, the conversion of Cesar Chavez and other transit projects. The Alliance assists the City in communicating with affected property owners during street reconstruction project such as 2<sup>nd</sup> street, the upcoming Brazos and Colorado projects.

VI. Arts & Entertainment Marketing - \$154,160 or 11.00%

Marketing downtown, as an arts, cultural, entertainment and visitor destination. Current projects include reprinting the Downtown tear-off map, update and maintain the Alliance's new website as needed. This new web site will be the one stop source for information on Downtown Austin. Will also produce the second season of DOWNTOWN, the popular Emmy Award winning documentary series on public television in partnership with Action Figure and PBS station KLRU. In conjunction with this, will work with media partners and downtown arts and cultural destinations to develop a complimentary marketing campaign.

VII. Communications - \$88,292 or 6.3.00%

The Alliance distributes a print newsletter, and a new a weekly web based electronic newsletter has been developed to coordinate with the new web site events calendar. The Alliance produces Downtown Ala Carte, a monthly event communicating to the downtown employees all there is to do downtown. In addition, the Alliance provides information to the media and to the public upon request.

VIII. Community Support - \$30,832 or 2.20%

The Alliance leverages its funds through partnerships with other nonprofit organizations. Working with the Austin Parks Foundation and PARD the Alliance plans to help revitalize Republic Square and other downtown historic parks. Other examples include co-sponsoring Downtown events – such as the Farmers Market and the Austin Fine Arts Festival.

IX. Administration - \$154,161 or 11.00%

Program expenses include overhead charges allocated in proportion to staff time.

X. Reserve Funds

The Board has not allocated a reserve in the FY 2006-2007 budget because of adequate existing reserves carried forward from prior years.

## **SUMMARY**

In its first twelve years, the Alliance has launched an ambitious array of Downtown programs. As a result, Downtown Austin is safer, cleaner, and more fun than before. The proposed FY 2006-2007 Service Plan and Budget will continue this record of achievement.